

REFERENCE TITLE: license plate design

State of Arizona
House of Representatives
Forty-seventh Legislature
Second Regular Session
2006

HB 2208

Introduced by
Representative Biggs

AN ACT

AMENDING SECTION 28-2351, ARIZONA REVISED STATUTES; RELATING TO LICENSE PLATES.

(TEXT OF BILL BEGINS ON NEXT PAGE)

1 Be it enacted by the Legislature of the State of Arizona:
2 Section 1. Section 28-2351, Arizona Revised Statutes, is amended to
3 read:

4 **28-2351. License plate provided: design**

5 A. The department shall provide to every owner one license plate for
6 each vehicle registered. At the request of the owner and on payment of any
7 required fee, the department shall provide either one or two license plates
8 for a vehicle for which a special plate is requested pursuant to this
9 chapter, except that the department shall provide one license plate if the
10 special plate is issued pursuant to section 28-2404, 28-2409 or 28-2416.

11 B. The license plate shall display the number assigned to the vehicle
12 and to the owner of the vehicle and the name of this state, which may be
13 abbreviated. The director shall coat the license plate with a reflective
14 material that is consistent with the determination of the license plate
15 commission established by section 28-2405 regarding the color and design of
16 license plates and special plates as prescribed by section 28-2405. The
17 director shall design the license plate and the letters and numerals on the
18 license plate to be of sufficient size to be plainly readable during daylight
19 from a distance of one hundred feet. In addition to the standard license
20 plate issued for a trailer before ~~the effective date of this amendment to~~
21 ~~this section~~ AUGUST 12, 2005, the director shall issue a license plate for
22 trailers that has a design that is similar to the standard size license plate
23 for trailers but that is the same size as the license plate for motorcycles.
24 The trailer owner shall notify the department which size license plate the
25 owner wants for the trailer.

26 C. Notwithstanding any other law, the department shall not contract
27 with a nongovernmental entity to purchase or secure reflective material for
28 the plates issued by the department unless the department has made a
29 reasonable effort to secure qualified bids or proposals from as many
30 individual responsible respondents as possible.

31 D. EXCEPT AS PROVIDED IN SUBSECTION F OF THIS SECTION, the license
32 plate commission established by section 28-2405 shall determine the color and
33 design of the license plate. All other plates issued by the department,
34 except the plates issued pursuant to sections 28-2412, 28-2413, 28-2414,
35 28-2416 through 28-2424, 28-2452, 28-2453, 28-2454 and 28-2455 and article 14
36 of this chapter, shall be the same color as and similar in design to the
37 license plate as determined by the commission.

38 E. A passenger motor vehicle rented without a driver shall receive the
39 same type of license plate as issued for a private passenger motor vehicle.

40 F. A PERSON MAY SUBMIT AN APPLICATION TO THE DIRECTOR FOR A LICENSE
41 PLATE FOR WHICH THE PERSON DETERMINES THE COLOR AND CREATES THE DESIGN. THE
42 DIRECTOR BY RULE SHALL ESTABLISH A PROCEDURE TO APPROVE THE COLOR AND DESIGN
43 OF THE LICENSE PLATE AND TO CHARGE A FEE AS DETERMINED BY THE DIRECTOR. THE
44 LICENSE PLATE MAY NOT:

- 1 1. BE OFFENSIVE OR DISCRIMINATORY IN ITS PURPOSE, NATURE, ACTIVITY OR
- 2 NAME.
- 3 2. PROMOTE ANY SPECIFIC PRODUCT OR BRAND NAME THAT IS PROVIDED FOR
- 4 SALE.
- 5 3. PROMOTE A SPECIFIC RELIGION, FAITH OR ANTIRELIGIOUS BELIEF.